

WIRELESS BUYING POWER

- WIRELESS COMPANIES CAN
CONCENTRATE CONSUMER POWER IN
BUYING COOPERATIVES



CTIA

Company Name	Nationwide Long Distance Offerings
AirTouch Cellular	Free Nationwide Long Distance for New Subscribers
Atlantic Cellular	\$15 a Month Nationwide Calling
Horizon Cellular	\$9.99 a Month Nationwide Calling
Vanguard Cellular	\$9.95 a Month Nationwide Calling



CTIA

Company Name	Toll Free Wide Calling Areas
Atlantic Cellular	New Hampshire, New York, Vermont
CommNet Cellular	Colorado, Idaho, Iowa, Montana, North Dakota, South Dakota, Utah and Wyoming
GTE MobileNet	California, Florida, Indiana, Tennessee, Texas
Horizon Cellular	Kentucky, West Virginia
Rural Cellular Corporation	Minnesota, South Dakota
Vanguard Cellular	Maine, Massachusetts, New Hampshire, West Virginia
Wireless One Network	Florida, Ohio, Pennsylvania, West Virginia



CTIA

"Wow! How can they do that?"

Unlimited long distance calls for \$9.99 a month.

For an additional \$9.99 a month, you can make
unlimited long distance phone calls from your home area
to anywhere in the country. Call us today.

ADVANTAGE^{plus} Exclusively from Cellular One.

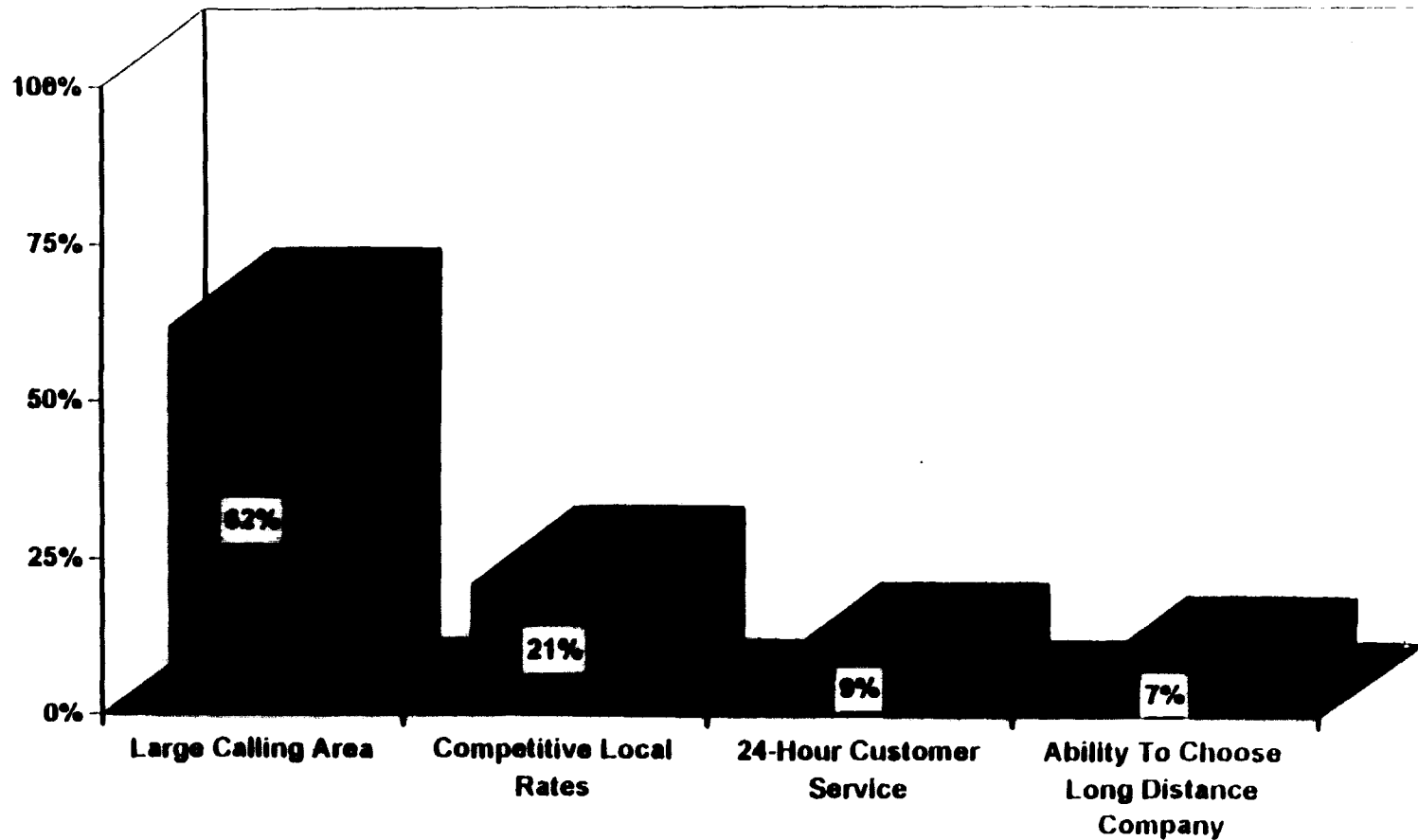
CELLULARONE[®]

1015 Fender Court, Kansas from the Fairgrounds 233 6656 To meet 1-800-696-2836



CTIA

ATTRIBUTE RATED MOST IMPORTANT



SBC SURVEY - 1/95



CTIA

MARKET SURVEY REVEALS CUSTOMERS' PRIMARY CONCERNS:

- **LOWEST POSSIBLE MONTHLY CHARGES**
- **WIDE AREA COVERAGE**
- **ONE BILL**
- **QUALITY CONNECTIONS**

(Source: AirTouch Communications, 9/94)



BRUTAL EXPERIENCE

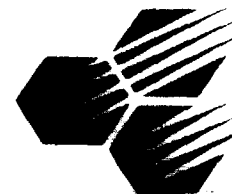
- RBOC (WITH “EQUAL” ACCESS)
vs. NON-RBOC CELLULAR COMPANY
- HOW ARIZONA CONSUMERS LOST OUT



CTIA

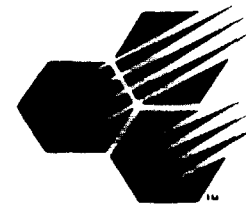
IF YOU WERE AN IXC...

- ASK GOVERNMENT TO STOP COMPETITION
- REDUCE COMPETITOR TO A CONDUIT



NORTH AMERICAN NUMBERING PLAN

- Two out of three new numbers are assigned to wireless services.
- Administration must be fair and service neutral.
- Administration must be done by independent, non-governmental entity.
- FCC action is needed immediately.



CTIA

Cellular One now offers a new, expanded home calling area.

At Cellular One, we know how difficult it is to hang on to your hard earned money. So we've come up with a way to help you save big time.

It's our new, expanded home calling area. And it includes Austin, Victoria, Corpus Christi, Laredo, and Fredericksburg — all the cities you'd most likely be in if you were calling from outside San Antonio. In fact, Cellular One now lets you call just about anywhere in South Texas at

your home anytime rate without incurring extra costs like roaming charges.

And as always, you won't pay any interconnect fees.

What's more, until June 30, 1995 you'll get an extra benefit: no long distance charges for calls placed between Austin, San Antonio and Corpus Christi.* Now with Cellular One, things are bigger. And better.

So stop by today, or call us at 861-7070. And start holding on to more of your money.

CELLULARONE
IMAGINE NO LIMITS™

Conveniently located at 2727 NW Loop 410 at Vance Jackson • 861-7070

Holiday hours: Mon.-Fri. 8 am to 7 pm, Sat. 10 am to 7 pm, and Sun. 12 pm to 5 pm. Closed Dec. 25-26, and Dec. 31-Jan. 2

**On July 1, 1995, consumers
will discover how "equal" access
will help them pay more for the
services they used to get for free.**



*No long distance charges for calls originating from or terminating in Austin, San Antonio, Victoria, Corpus Christi, Laredo, and Fredericksburg. Service is available along the I-10 corridor between Austin and Corpus Christi. Applies only to long distance phone calls. Service is subject to change without notice. Service is not available on weekends and holidays. All long distance calls are subject to applicable rates.

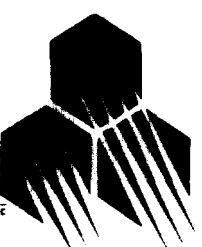
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CTIA

WHY WIRELESS "EQUAL" ACCESS?

- ANTI-COMPETITIVE
- ANTI-TECHNOLOGY
- ADMINISTRATIVE NIGHTMARE



U.S.A.

LATAS

BTAS

MTAS

